

**What is Claimed is:**

1. A group forming system comprising:

a terminal apparatus which is connected to a network;  
accumulating means of obtaining information including at least one of personal information and preference information of a user of said terminal apparatus, and of accumulating the obtained information;

classifying means of classifying a whole or a part of the information accumulated in said accumulating means, into a single or plural groups on the basis of a predetermined classification criterion; and

determining and notifying means of determining the group to which the user is to belong, from the classified groups on the basis of predetermined relationships between the user and the accumulated information, and of notifying the user of a result of the determination.

2. A group forming apparatus comprising:

accumulating means of obtaining information including at least one of personal information and preference information of a user of a terminal apparatus which is connected to a network, and of accumulating the obtained information;

classifying means of classifying a whole or a part of the information accumulated in said accumulating means, into a single or plural groups on the basis of a

predetermined classification criterion; and

determining and notifying means of determining the group to which the user is to belong, from the classified groups on the basis of predetermined relationships between the user and the accumulated information, and of notifying the user of a result of the determination.

3. A group forming apparatus according to claim 2, wherein said apparatus further comprises activity judging means of judging a degree of activity of the group on the basis of a history and/or a frequency of postings of information to the group from the user belonging to the group, and

from a result of the judgement, it is determined whether a whole or a part of the classification is reorganized or not, in accordance with the degree of activity of the group.

4. A group forming apparatus according to claim 2, wherein said apparatus further comprises:

keyword judging means of judging whether or not a preregistered keyword is included in information which is posted to the group from the user belonging to the group; and

provided information providing means of, if a result of the judgement shows that the keyword is included, providing provided information which is previously stored

with being paired with the keyword, to the group or the user posting the information to the group, on the basis of a predetermined criterion.

5. A group forming apparatus according to claim 2, wherein said apparatus further comprises monitoring means of monitoring plural sets of information which are posted to the group from the user belonging to the group, and

in accordance with similarity of the plural sets of monitored information, the group is divided, or plural groups are integrated with each other.

6. A group forming apparatus according to claim 2, wherein said apparatus further comprises:

advertisement content storing means of storing an advertisement content for providing an advertisement to the group, and conditions for the provision in correspondence with one another;

history/frequency storing means of storing a history and/or a frequency of information posted to the group from the user belonging to the group; and

advertisement content providing means of searching contents stored in said history/frequency storing means for contents satisfying the conditions, and of providing the corresponding advertisement content to a user belonging to the group, or the group.

7. A group forming method comprising:

an accumulating step of obtaining information including at least one of personal information and preference information of a user of a terminal apparatus, and of accumulating the obtained information;

a classifying step of classifying a whole or a part of the accumulated information into a single or plural groups on the basis of a predetermined classification criterion; and

a determining and notifying step of determining a group to which the user is to belong, from the classified groups on the basis of predetermined relationships between the user and the accumulated information, and of notifying the user of a result of the determination.

8. A group forming method according to claim 7, wherein, in said accumulating step, also information related to the classified groups is accumulated, and

in said classifying step, the classification is performed in consideration of also the accumulated information related to the groups.

9. A group forming method comprising:

a storing step of storing personal information or preference information of a user belonging to a group which is formed on Internet, with classifying the information into first information which shows a stable tendency for a predetermined time period, and second information which,

for the predetermined time period, shows a degree of change in tendency that is larger than a degree of change in tendency of the first information;

a classification result obtaining step of, on the basis of a first classification criterion, classifying a whole or a part of information including the first information in the stored information, into a single or plural groups to obtain a first classification result, and of, on the basis of a second classification criterion, classifying a whole or a part of information including the second information, into a single or plural groups to obtain a second classification result; and

a determining and notifying step of determining the group by using the first classification result, of determining the group by using the second classification result, and of notifying the user of results of the determinations.

10. A group forming method comprising:

an activity judging step of judging a degree of activity of a group which is formed on Internet, on the basis of a history and/or a frequency of postings of information to the group from a user belonging to the group;

a determining step of, from a result of the judgement, determining whether a whole or a part of single or plural

groups is reorganized or not, in accordance with the degree of activity of the group; and

a reorganizing step of reorganizing the groups on the basis of a result of the determination.

11. A group forming method comprising:

a judging step of judging whether or not a preregistered keyword is included in information which is posted to a group that is formed on Internet; and

a providing step of, if a result of the judgement shows that the keyword is included, providing provided information which is previously stored with being paired with the keyword, to the group or a user posting the information to the group, on the basis of a predetermined criterion.

12. A group forming method according to claim 11, wherein the provision of the provided information on the basis of the predetermined criterion includes the steps of: on the basis of at least one of personal information and preference information of a user belonging to the group, judging whether the user has known the keyword or not; and, if it is judged that the user has not yet known the keyword, providing the provided information.

13. A group forming method comprising:

a monitoring step of monitoring plural sets of information posted to a group which is formed on Internet;

and

a step of, in accordance with similarity of the plural sets of information, automatically dividing a mass, or integrating plural masses together.

14. A group forming method comprising the steps of:

previously storing an enterprise which wishes to display an advertisement to a mass, an advertisement content which the enterprise wishes to display, and conditions for displaying the advertisement with being paired with each other;

storing a history of information posted to a group which is formed on Internet; and

if the history of posted information satisfies the conditions for displaying the advertisement, providing the advertisement content to the group.

15. A group forming method according to claim 14, wherein the history of posted information is stored in the form of a pair of a keyword and the number of postings of the keyword.

16. A group forming method according to claim 14, wherein the condition is a keyword and a lower limit of the number of postings of the keyword to the group,

the history of posted information is stored in the form of a pair of a keyword and the number of postings of the keyword, and

satisfaction of the condition is that a keyword which is the history of posted information and the number of postings of the keyword satisfy the condition.

17. A program for causing a computer to function as a whole or a part of said accumulating means, said classifying means, and said determining and notifying means of said group forming apparatus according to claim 2.

18. A program for causing a computer to perform a whole or a part of said steps of said group forming method according to any one of claims 7 to 16.

19. A medium which carries a program for causing a computer to function as a whole or a part of said accumulating means, said classifying means, and said determining and notifying means of said group forming apparatus according to claim 2, said medium being processable by a computer.

20. A medium which carries a program for causing a computer to perform a whole or a part of said steps of said group forming method according to any one of claims 7 to 16, said medium being processable by a computer.